



# International Training Conference & Expo

April 23 - 28, 2023

Cherokee, NC



Harrah's Cherokee Casino Resort





# Sponsor and Exhibitor Packet

Expo Dates:  
Wednesday, April 26th  
Thursday, April 27th

Expo Itinerary:

Tuesday, April 25th - Expo Check-in/Set up 2:00 pm to 5:00 pm

Wednesday, April 26th - Expo Open, 7:00 am to 5:00 pm

Thursday, April 27th - Expo Open, 7:00 am to 12:00 pm

Thursday, April 27th - Exhibitor Teardown, 12:00 pm to 5:00 pm





# Exhibitor Presentation/Speaking Opportunities

**You spoke, we listened...and we want you to speak again.**

**New** for the 2023 ITC Expo are opportunities for our exhibitors to present and speak directly to all conference attendees.

All conference attendees will be served breakfast and lunch in the Convention Center located on the first floor of the conference center in the Harrah's Cherokee Casino. (Classrooms and Expo Hall are on the third floor.) During our meal breaks, we will have audio/visual equipment, as well as a riser, for Exhibitors to speak and present directly to the attendees.

The Convention Center is 32,287 square feet, ample space to demonstrate new technologies, new products, etc.

These opportunities are included with the Tungsten and Chromium Sponsorship Packages only.





# Space Selection & Exhibitor Packages

Building upon the success and feedback from our 2022 Expo, we have designed the Expo in a way to maximize Foot Traffic and Exposure for all exhibitors.

The Expo will be located directly outside all Training Rooms, in the Conference Center Pre-Function areas.

**NEW:** We are parting ways with the old “Pipe and Drape” Booth setups in 2023. No more drab drapes, closing off the space and sightlines of the Expo. Instead, we want all of the focus to be on our Exhibitors, their Products, People and displays. Each Exhibitor space will consist of an eight foot table, two chairs, and wastebasket.

## Exhibitor Location Legend:

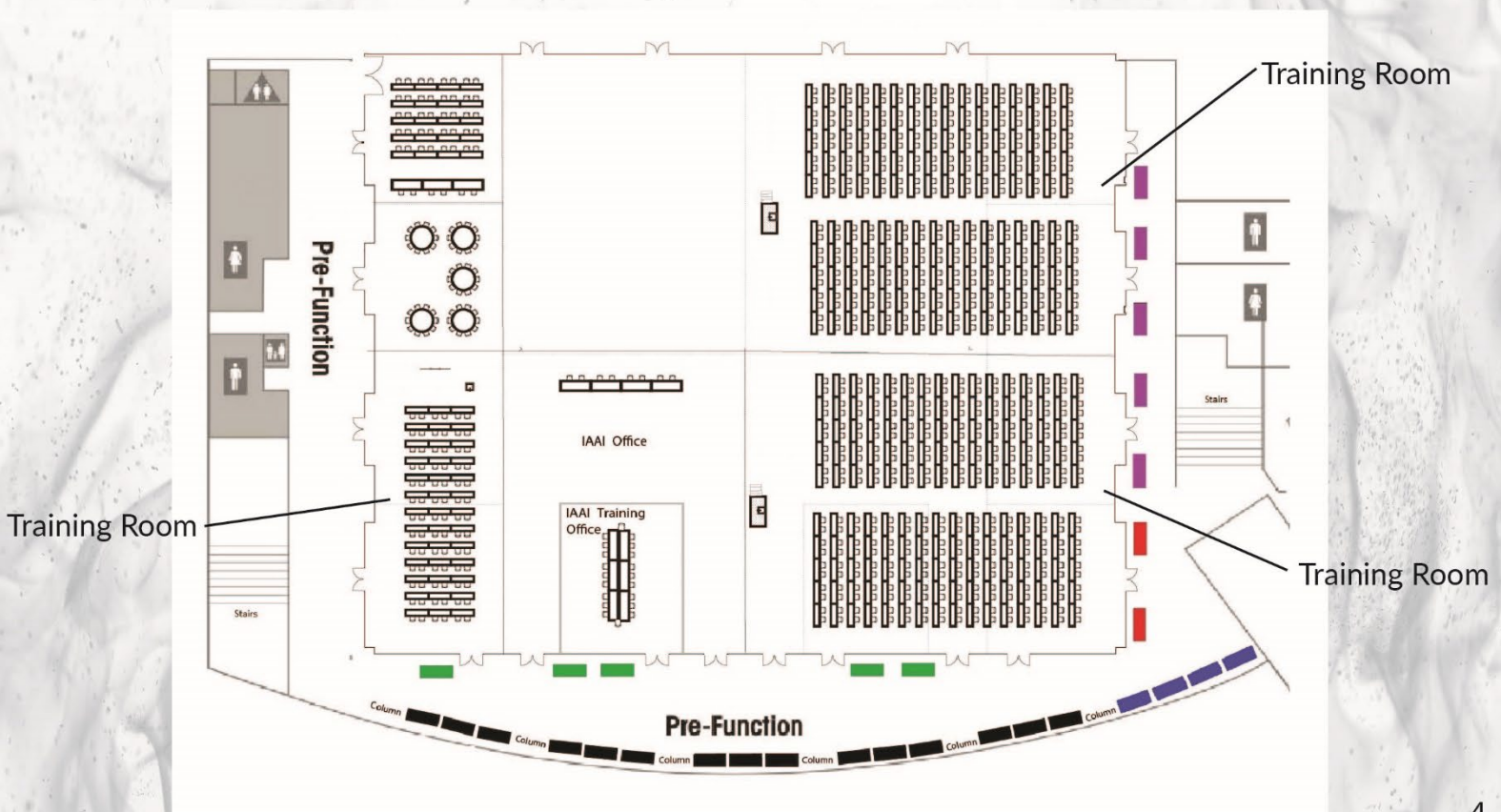
Tungsten Packages - Red Tables

Chromium Packages - Blue Tables

Platinum Packages - Purple Tables

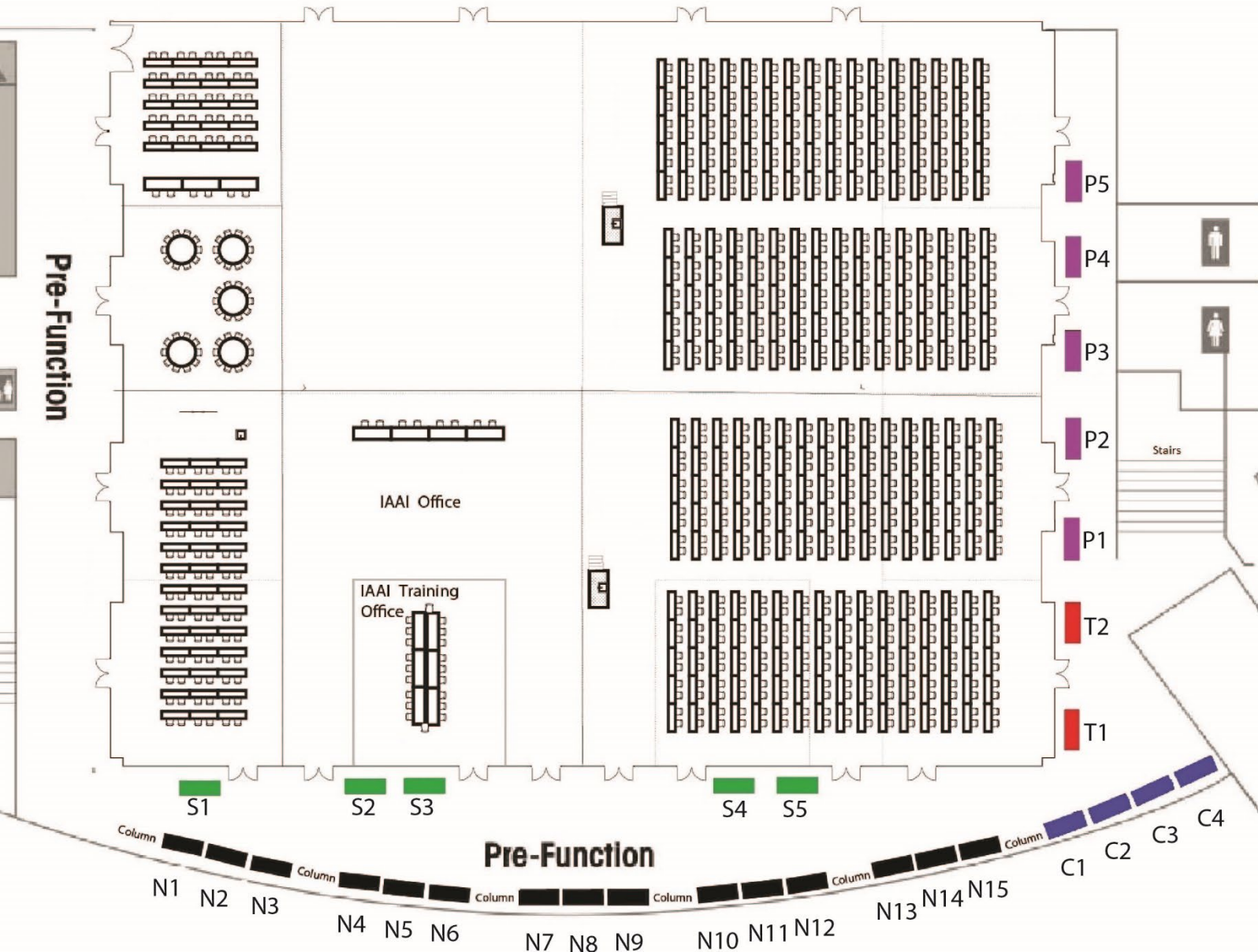
Steel Packages - Green Tables

Nickel Packages - Black Tables



# Space Selection Table Numbers:

Space selection is based on package level and first registered. Space numbers are listed below and color-coded for Sponsorship Level.



## Exhibitor Space Location Legend:

Tungsten Packages - Red Tables (T1 & T2)

Chromium Packages - Blue Tables (C1 - C4)

Platinum Packages - Purple Tables (P1 - P5)

Steel Packages - Green Tables (S1 - S5)

Nickel Packages - Black Tables (N1 - N15)



# Advertising Opportunities

## Exhibitor Sponsorship Packages:

Tungsten Sponsor Package.....2 Available	\$18,000
Chromium Sponsor Package.....4 Available	\$14,000
Platinum Sponsor Package.....5 Available	\$10,000
Steel Sponsor Package.....5 Available	\$4,000
Nickel Sponsor Package.....15 Available	\$3,000

## Virtual Sponsorship Packages:

Brass Sponsor Package.....1 Available	\$10,000
Aluminum Sponsor Package....10 Available	\$1,000

# Tungsten Package - \$18,000

Only 2 Available

## Package Includes:

**Five-Star Location** - Select from one of two premium locations. Both exhibitor locations are positioned front and center of escalator leading to Conference areas. All conference attendees must pass by each location, regardless of class schedule selection. Choose from locations T1 or T2.

**Conference Presentation/Demonstration** - First choice of one of six presentation opportunities. During breakfast and lunch on Tuesday, Wednesday, and Thursday of the conference, exhibitors have the opportunity to speak directly to all Conference attendees. Presentations/demonstrations can be up to 30 minutes and include A/V and projector setup.

**Conference Keepsake** - Your Business Logo added to a keepsake item (duffle bag, clothing article, or other item as per IAAI) that is given to each conference attendee. This is a co-sponsored item with the IAAI.

**Banquet Sponsor** - Sponsorship of the IAAI Awards Banquet held on Tuesday evening.

**Training Room Sponsor** - The International Training Conference offers over 32 hours of classroom training for attendees utilizing three training rooms throughout the venue. With this sponsorship, the ITC Committee renames the meeting space to your company name all week long!

**Break Sponsor** - Sponsorship of a coffee or beverage classroom break station.

**Welcome Bag Insertion Item** - This sponsorship allows a business to place a single insertion item (non-perishable/non-consumable) into the attendee welcome bag. This item could be a promotional item, flyer or company brochure.

**Lead List** - Lead List of Conference Attendees.

**Digital Ad** - Premium listing of your company logo on the IAAI ITC App.



# Chromium Package - \$14,000

Only 4 Available

## Package Includes:

**Four-Star Location** - Select from one of four exclusive locations. Situated near the main entrance to the Conference area, these exhibitor locations will have tremendous exposure to all conference attendees. Choose from locations C1 thru C4.

**Conference Presentation/Demonstration** - Choice of one of six presentation opportunities. During breakfast and lunch on Tuesday, Wednesday, and Thursday of the conference, exhibitors have the opportunity to speak directly to all Conference attendees. Presentations/demonstrations can be up to 30 minutes and include A/V and projector setup.

**Guest Program Sponsor** - The Guest Program is a week-long program designed for Spouses and Guests of Conference Attendees. All week long this program is full of fun social activities.

**Break Sponsor** - Sponsorship of a coffee or beverage classroom break station.

**Welcome Bag Insertion Item** - This sponsorship allows a business to place a single insertion item (non-perishable/non-consumable) into the attendee welcome bag. This item could be a promotional item, flyer or company brochure.

**Lead List** - Lead List of Conference Attendees.

**Digital Ad** - Premium listing of your company logo on the IAAI ITC App.



# Platinum Package - \$10,000

Only 5 Available

## Package Includes:

**Superior Location** - Select from one of five exceptional locations. Situated near the entrances to the two main ballrooms, these exhibitor locations will have tremendous exposure to conference attendees. Choose from locations P1 thru P5.

**Welcome Reception Sponsor** - Start the ITC week off with sponsorship of the Welcome Reception, a social networking event on Sunday evening. This event coincides with conference registration to ensure great exposure to your company.

**Break Sponsor** - Sponsorship of a coffee or beverage classroom break station.

**Welcome Bag Insertion Item** - This sponsorship allows a business to place a single insertion item (non-perishable/non-consumable) into the attendee welcome bag. This item could be a promotional item, flyer or company brochure.

**Lead List** - Lead List of Conference Attendees.

**Digital Ad** - Premium listing of your company logo on the IAAI ITC App.



# Steel Package - \$4,000

Only 5 Available

## Package Includes:

**Great Location** - Select from one of five great locations. Located in the pre-function hall of the Conference area, these locations provide ample space to network and display services and product offerings. Choose from locations S1 thru S5.

**Break Sponsor** - Sponsorship of a coffee or beverage classroom break station.

**Welcome Bag Insertion Item** - This sponsorship allows a business to place a single insertion item (non-perishable/non-consumable) into the attendee welcome bag. This item could be a promotional item, flyer or company brochure.

**Lead List** - Lead List of Conference Attendees.

**Digital Ad** - Premium listing of your company logo on the IAAI ITC App.



# Nickel Package - \$3,000

15 Available

## Package Includes:

**Picturesque Location** - Located in the pre-function hall in front of a backdrop of the Great Smokey Mountains, these table locations provide a cost-effective way to exhibit at the ITC, with a great view! Choose from locations N1 thru N15.

**Welcome Bag Insertion Item** - This sponsorship allows a business to place a single insertion item (non-perishable/non-consumable) into the attendee welcome bag. This item could be a promotional item, flyer or company brochure.

**Lead List** - Lead List of Conference Attendees.

**Digital Ad** - Premium listing of your company logo on the IAAI ITC App.



# Virtual Sponsorships

Interested in supporting the mission of the IAAI but you cannot attend the Conference?

Want to get your company name in front of hundreds of industry professionals, but your schedule does not match with the Conference?

Consider one of our Virtual Sponsorships! We provide great bang-for-your-buck exposure without the need for exhibitor space.

## Brass Sponsorship - \$10,000

New at the 2022 Conference, this sponsorship provides another Conference Keepsake for all attendees, emblazoned with your company logo. Only one available.

## Aluminum Sponsorship - \$1,000

The Aluminum Package includes Lunch Sponsorships. The Conference includes lunch for all attendees Monday through Friday; signage and recognition of your Sponsorship will be posted throughout the Ballroom.

Questions?

Email:

[iaai-expo@firearson.com](mailto:iaai-expo@firearson.com)



# International Training Conference & Expo

April 23 - 28, 2023

Cherokee, NC

**10,000 +  
Professional Members**

**2,200  
IAAI-Certified Fire Investigators**

**105  
Hours of training at the 2023 ITC**

**83  
Chapters Worldwide**

